

2/8/95  
BID Task Force

Bob Resnick : 1989 inauguration - 7-yr. planning  
5-6 yrs. prior to official opening

Necessary elements:

- ① Consensus to do something
- ② Planning process brought in consultants (Roma + Assoc.)  
held workshops to create vision
- ③ Built consensus among govt + businesses

main proponent → former mayor <sup>Dennis Zane</sup> ~~Dennis Zane~~ w/ energy

Bond issue: Promotional + oversight corp. created.

Build vision, build momentum, stick w/ it.

Original plan incorporated all urban design elements

Specific Plan: sidewalk cafe...

Portery - meters to be removed. Attendant. 2 hrs. free  
Revenues from \$400k to \$4m for city

Key anchors can't be disincentives for others.

- Need long term retail base to survive  
can't survive on night time entertainment only.
- Should have focused more on tenant mix requirements
- " " " gotten former commitments from city

Ron Connell : Nuts + bolts

1964 - classic area → downtown mall - downward spiral

11 member Board of directors - 50/ (1) (3)

\$500k funded by city → 4.5 staff

2 yr. planning process culminated in specific plan

Financing: Private prop. owners put up \$ w/ assessments  
\$7.5 m - Portery Structures Co

\$12m → 1986 additional improvements more portery spaces

7-11 2/8/95  
3/2

Phil 8/955-7000

More assessments: maintenance

Leverage: can demand level of svc. of cleaning + security  
\$10m revenue for city

Involvement of bus comm: Restaurant Assoc.  
Business Assoc.  
Owners Assoc.

Assessments: \$19m + \$400k in fees  
95¢/sq. ft. (gross rentable) per yr.

Start up in Assessments: Prior to increased rents  
if nothing done, things get worse

4M visitors/yr.

Security → perception of lack of safety  
Associations brought in more security

Hosts → non-security, in uniforms - put on hold for now?  
Cleaning → needed to look cleaner

Outreach → bus. attraction program → indiv. tenants solicited  
by staff (initially by council)  
John Franzen Co. - consultant on attraction

15-hour retreat: Best form of bus. attraction is bus. retention.

\$500 k → Admin support. 4.5 staff  
• Exec Dir. • Maint of operations coord.  
• Special Events Dir. • Off. mgr. / bookkeeper (acct. part time)  
Newsletters

- Urban Design
- Consensus